

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

This listing of claims will replace all prior versions, and listings of claims in the application:

**LISTING OF CLAIMS:**

Claims 1-20 (cancelled)

Claim 21 (withdrawn): A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

Claims 22-46 (cancelled)

Claim 47 (currently amended): A method for providing selective access to data on an optical storage medium comprising:

- receiving an identifier incorporated on a burst cut area (BCA) on said optical storage medium in conjunction with said data;
- receiving pertinent user information;
- verifying said identifier and said pertinent user information at a database;
- determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;
- tailoring a response based on a pre-defined condition; and
- passing the response to a remote location.

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Claim 48 (cancelled)

Claim 49 (cancelled)

Claim 50 (currently amended): The method as recited in claim 47, wherein the response is an authorization for an access to data stored on said optical data storage medium.

Claim 51 (previously presented): The method as recited in claim 47, wherein said identifier incorporated on said optical storage medium is performed by a content provider.

Claim 52 (previously presented): The method of claim 47 wherein said data comprises multimedia data.

Claim 53 (currently amended): A system for providing selective access to data on an optical storage medium comprising:

a first receiver for receiving an identifier on a burst cut area (BCA) on said optical storage medium;

a second receiver for receiving pertinent user information; said pertinent user information and said identifier being verified at a database;

a determinator for determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;

and

a response generator for tailoring a response to be sent to a remote location; said response being based on a pre-defined condition.

Claim 54 (canceled):

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Claim 55 (canceled):

Claim 56 (previously presented): The system as recited in claim 53, wherein said receivers are located in one location.

Claim 57 (previously presented): The system as recited in claim 53, wherein said response is passed to a remote location.

Claim 58 (previously presented): The system of claim 53 wherein said data comprises multimedia data.

Claim 59 (currently amended): A method for providing selective access to data on an optical storage medium comprising:

receiving an identifier on a burst cut area (BCA) on said optical storage medium along with said data;

receiving user information;

wherein said identifier identifies a specific instance of said optical storage medium;

verifying said identifier and said user information at a database;

determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;

and

tailoring a response based on a pre-defined condition.

Claim 60 (cancelled)

Claim 61 (cancelled)

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Claim 62 (previously presented): The method as recited in claim 59, further comprising passing the response to a remote location.

Claim 63 (currently amended): The method as recited in claim 59, wherein the response is an authorization for an access to data stored on said optical data storage medium.

Claim 64 (previously presented): The method of claim 59 wherein said data comprises multimedia data.

Claim 65 (currently amended): A system for providing selective access to data on an optical storage medium comprising:

a receiver for receiving pertinent user information and an identifier incorporated on a burst cut area (BCA) in conjunction with said data;  
a verifier to verify said identifier at a separate database;  
a determinator for determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;

and

a response generator for tailoring a response to be sent to a remote location; said response being based on a pre-defined condition.

Claim 66 (cancelled):

Claim 67 (cancelled):

Claim 68 (currently amended): The system as recited in claim 65, wherein said pertinent user information source is provided by a content provider.

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Claim 69 (currently amended): The system as recited in claim 65, wherein said response is an authorization for an access to data stored on said optical data storage medium.

Claim 70 (previously presented): The system of claim 65 wherein said data comprises multimedia data.

Claim 71 (currently amended): A method for providing selective access to data on an optical storage medium comprising:

receiving at a server computer an identifier information read from said optical storage medium on a burst cut area (BCA), wherein said identifier information identifies a specific instance of said optical storage medium;

receiving at a server computer pertinent user information;

verifying said identifier information and pertinent user information using a database;

determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;

tailoring a response based on a pre-defined condition; and

transmitting said response to a remote location; said response being an authorization for an access to data stored on said optical data storage medium.

Claim 72 (cancelled):

Claim 73 (cancelled):

Claim 74 (previously presented): The method as recited in claim 71, wherein the identifier information is updated and stored in a BCA database.

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Claim 75 (previously presented): The method as recited in claim 74 further comprising broadcasting one of the identifier information and the updated identifier information.

Claim 76 (previously presented): The method as recited in claim 71 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77 (previously presented): The method as recited in claim 71 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

Claim 78 (currently amended): The method as recited in claim ~~[[71]]~~ 77 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79 (withdrawn): A method comprising:  
tracking information of a consumer using a burst cut area identifier stored on a storage medium;  
providing the tracked information to an advertiser; and  
selecting discount based on the tracked information to send out to the consumer.

Claim 80 (withdrawn): The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81 (withdrawn): The method as recited in claim 79 wherein the storage medium is an optical disc.